

My name is Mark Christopher Cosentino, an on-air talent and programmer for KUSP, Santa Cruz, Central Coast Public Radio.

I volunteer at least three hours a week to serve the community I live in. Our efforts as a broadcasting station directly effect the community through the edification process that is beyond the "paid for, controlled sound byte" of the commercial medium. Aside from the fun and creative shows I produce, I am always prepared to inform the public, should an emergency arise.

Our listening audience is at least 41,000 strong.

I think we may very well be the only station that has an interest in supporting local musicians for free. The only exception may be KPIG, on Sunday mornings.

Somewhere in executing the mission statement, the advertising sector got lost along the way and decided to take over the airwaves for corporate interests. Now the public radio domain has been squeezed down and forced to retreat to college campuses and pirate stations, with the rare exception like KUSP.

An analogy to the westward expansion of America is where corporate greed is represented by the railroad financiers, and public radio stations are akin to native Americans being herded into reservations or worse.

Market force in practice is market by force.

I think local programming is self explanatory. I also suggest that the corporate goons should pay a tax that allows the true public broadcasting stations to expand to 50% of the market served.

In conclusion, I would like to thank the FCC for this public forum to exercise our free speech rights about our free speech rights, and remembering whom is to be served by radio.

Mark C. Cosentino